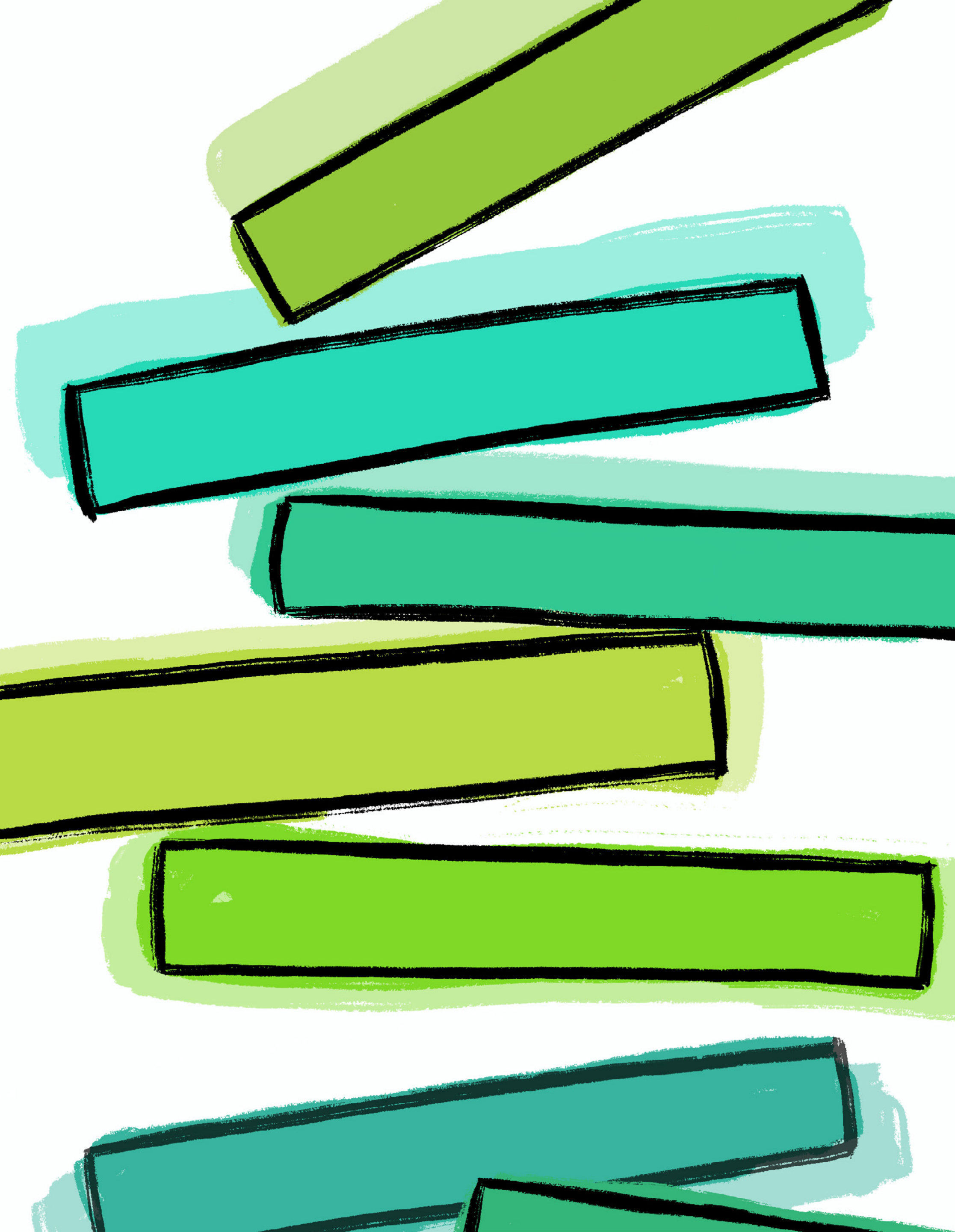


# USING THE BRANDED STICKER/ ROUNDEL



PROMOTION

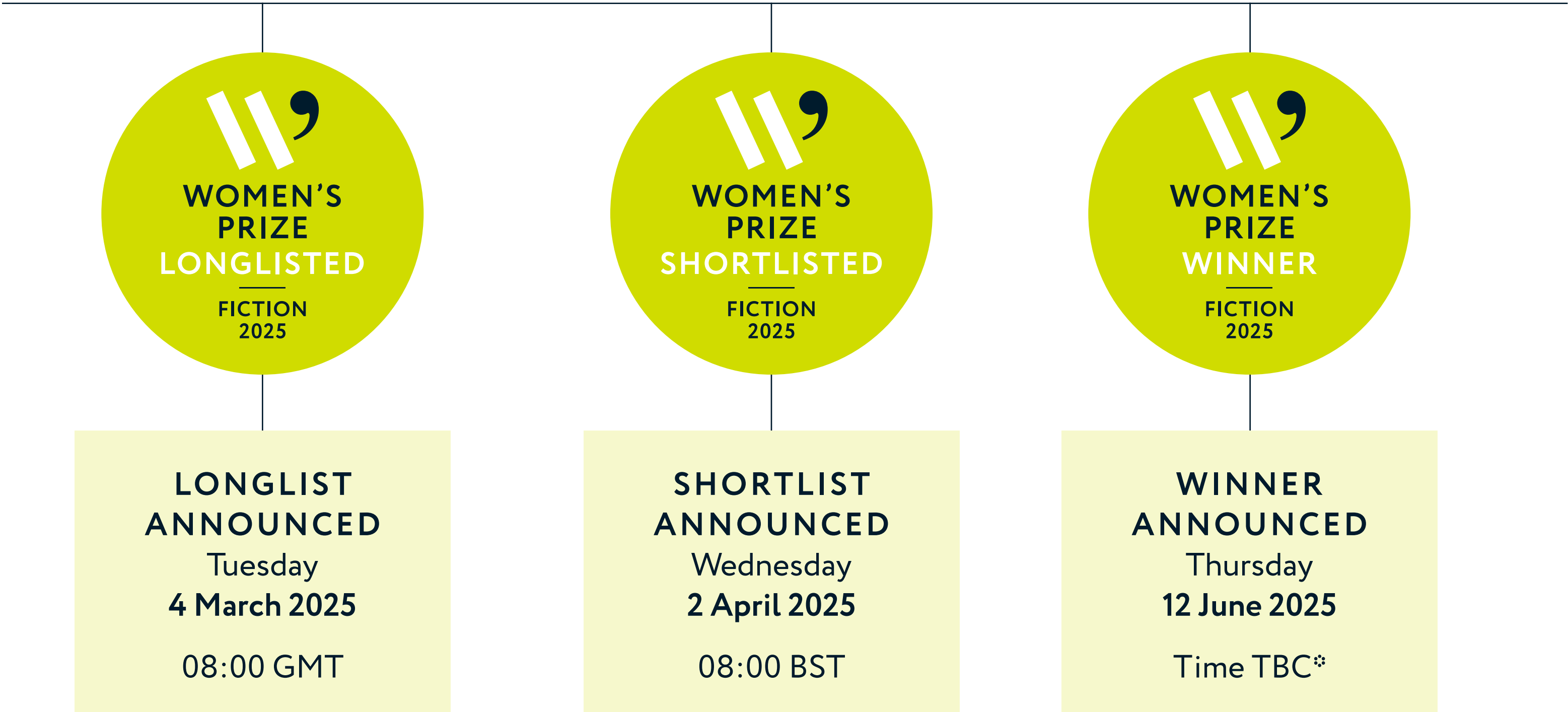
SCHEDULING  
PROMOTIONAL  
ACTIVITIES

The ‘sticker’ design can be used on book jackets as well as on social media, marketing, advertising and publicity.

We encourage publishers, booksellers, libraries and influencers to use the logo to promote these brilliant books and the amazing women who wrote them.

Please note that we operate strict embargoes around announcement timings. Any information shared with you in advance should be treated in the strictest of confidence and no promotion is to be made public in advance of the embargo.

KEY DATES



\* The exact time of the winner announcements will be shared closer to the date.





LET'S GET PEOPLE  
READING, LISTENING TO,  
AND TALKING ABOUT,  
THESE **BRILLIANT** BOOKS...





## PROMOTION

Use the logo to showcase the achievements of your authors and promote their brilliant books.

These are **examples** of how you can use the 'sticker' design on book jackets and within marketing/advertising campaigns.

### ON BOOK JACKETS



### ON POSTERS



### ON SOCIAL MEDIA



Please note: these mockups have been created as examples of logo branding only. Designs ©Women's Prize.



## THE STICKER/ROUNDEL

# USING THE STICKER DESIGN ON BOOK JACKETS & SOCIAL MEDIA

Our logo is our most valuable asset.  
Please do not alter it in any way, and only  
use files supplied by the Women's Prize.



When using the logo (sticker design) on a book jacket  
please email a proof for approval to:

Peta Phipps, Art Director, Women's Prize Trust  
[peta@womensprize.com](mailto:peta@womensprize.com)

### For printing:

The sticker/roundel is supplied  
for print as a CMYK (ai) file.

### For digital assets:

The sticker/roundel is supplied  
in RGB: ai, png (high-res), and  
png (web 72ppi)

We have supplied two design  
options for the sticker/roundel –  
see below:

### 1. STICKER/ROUNDEL



### 2. STICKER/ROUNDEL with sponsors



## BOOK JACKETS

The sticker logo can be  
incorporated into the design of  
your printed book jacket or on  
a digital promotion.

Our preferred position for the sticker  
is **top, or bottom, right**. However, we  
appreciate that this is not always possible  
and we ask that you use your judgement  
(see examples).

Please send a proof of the cover design,  
incorporating the logo, to:  
[peta@womensprize.com](mailto:peta@womensprize.com)



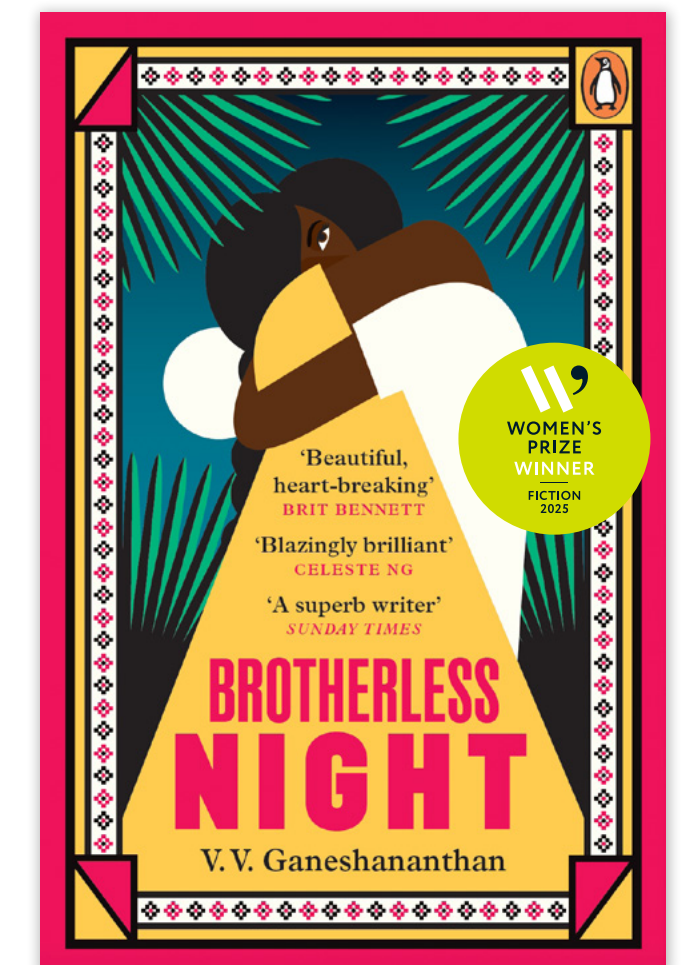
## POSITIONING

The logo should always be used  
in a prominent position.

### Minimum sizes:

Print: 30mm (standard: 35mm)

Digital: 200px





## TALK TO US

Please contact us if you have any questions about the logo or the digital files supplied.

We do not require sign-off for every document or design that incorporates the logo, **with the exception of book jackets incorporating the longlisted, shortlisted or winner sticker design** (see sticker guidelines document).

But please feel free to get in touch if you are unsure about logo size or placement, we are always happy to review any artwork or documents implementing the logo.

Please send any queries about artwork or branding to:

Peta Phipps, Art Director, Women's Prize Trust  
[peta@womensprize.com](mailto:peta@womensprize.com)

## JOIN THE CONVERSATION

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